

JPIMedia backs First News children's climate challenge to Boris

Friday, 15 October 2021

November 2021 is a pivotal year for action on climate change. Next month, the UK is hosting the United Nations Climate Conference in Glasgow (COP26) where world leaders will arrive alongside many negotiators, government representatives, businesses and citizens for twelve days of talks and negotiations. COP26 is an event that many believe will be the world's best, last chance to stop climate change. What gets decided will define the world that today's children will inherit tomorrow.

First News, the UK's most trusted newspaper for children and National World owned JPIMedia, one of the largest national, regional and local multimedia organisations in the UK, are uniting to give children a voice. Together, with their might and scale, they will ensure that children across the country get heard.

This week sees the launch of the '**First News Young UK Climate Challenge**'. The UK's only newspaper for children is calling upon every young person up and down the country to speak up and be heard. It is inviting children to submit questions and videos for a climate change press conference exclusively for children at Downing Street. Prime Minister Boris Johnson is keen to hear from young people before meeting with world leaders at the COP26 conference next month. He says: "*We are listening.*" The First News Young UK Climate Challenge gives children a platform to be heard about the action they want to see NOW from world leaders. After all, children are 27% of the world's people but 100% of the future.

David Montgomery, Executive Chairman of National World, said: "*JPIMedia is thrilled to be supporting the First News campaign to give children a voice and to be heard at the highest level on the issues that matter most to them, one being climate change. We look forward to continuing our collaboration with First News, working together on a number of campaigns that put children at the forefront.*"

First News Editor in Chief Nicky Cox MBE, said: "*The world needs its leaders to take action NOW before it's too late to pull back the Earth from the brink of devastating effects caused by climate change. We are proud to give children a voice because it is their generation, and those that come after, who will be the most affected. They need to have a voice in the conversation around actions that must be taken so that they can be agents of their own future.*"

Every child that gets involved could be invited to the Downing Street press conference or have their video message included. And, many of these important messages and ideas will be selected to feature in First News and across JPIMedia's portfolio of hundreds of publications and websites during COP26.

Children and young people are invited to send their messages to [first.news/youngUK](https://www.firstnews.com/younguk) – It is here that children can tell world leaders what action is needed NOW to help the planet and its people.

[Sky Kids and First News Education TV: COP26 In Your Hands video featuring Boris Johnson available here](#)

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